



Hints *and*
Helps *on*
Hat Trimming

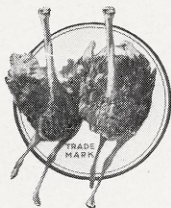
London



Ostrich Feather Farm

South Pasadena, California

The Farm you have
read about for 25 years



The only firm in the United
States that both Produces and
Manufactures Ostrich Feathers

FARMS

South Pasadena San Jacinto
California



STORES

Los Angeles San Francisco
313 So. Broadway 54 Geary St.
California



View of Cawston Ostrich Farm, showing semi-tropical gardens in background.

To Help You

IT is with the hope that the illustrations and suggestions given in the following pages may be of some help in choosing and adjusting the trimming for your hat, that we issue this booklet.

There are several points about "Cawston" Ostrich Feathers, every buyer of a plume should know. Of great importance is the fact that we are *producers* as well as manufacturers. "Cawston" Feathers are produced by our own scientifically fed ostriches, manufactured at our farms, and sold direct to you by mail. They pass through no other hands, and are sold to you with only one fair profit added.

Having our own birds means we can determine the grade of our feathers as no other manufacturer can. Our twenty-five years in growing ostriches has taught us how to produce the finest feathers, with the widest flues..

Then again, we dye and dry our plumes in the Southern California sunshine, which gives them a perfection of coloring that cannot be obtained by any other method. A great deal of the work on "Cawston" feathers is done out of doors, the rest of it in airy rooms with doors and windows wide open practically the entire year. An important point when there are so many plumes on the market, worked on in dark tenements—and the plumes usually made up of scraps.

The above facts give us distinct advantages over every other manufacturer of ostrich plumes—and this is why the "Cawston" quality for twenty-five years has always been supreme and why "Cawston" Ostrich Feathers have captured first prizes at seven World's Expositions.

The First Prize at Paris



—as at all the other Expositions— was won in competition with the world. Paris is the World's center of fashion and to win the first prize at her Exposition was a most unusual honor—

The Cawston One Year Guarantee

has been made possible because of the unequalled quality of the "Cawston" feathers. There are no other Ostrich feathers in the world sold with an absolute guarantee, such as we put on the "Cawston." We know we have the quality—and we do not hesitate to guarantee it.

In ordering a "Cawston"—if you are not satisfied upon receipt of goods, if returned immediately—your money will be refunded. Besides this, during the first year, you have the following guarantee to protect you—

If a "Cawston" feather develops any defects in material, workmanship or dye within one year from date of purchase, we will repair or replace as necessary without cost to purchaser."

The firm back of this guarantee has a paid up Capital of \$950,000, and has been in business for twenty-five years.

Thus you can send your order to "Cawston" with every assurance.

Cawston Princess

Shown here in black, but comes also in white, and any solid color.

These plumes are made from the best male feathers, and have extra heavy, full heads. The flues are long, wide, with an exceedingly rich lustre. Can be used for trimming almost any shape hat. Will retain their curl and brilliancy, and wear for years.



No. 311, 13-inch Cawston Princess....\$ 3.00

No. 511, 15-inch Cawston Princess.... 4.00

No. 711, 17-inch Cawston Princess.... 6.00

No. 911, 19-inch Cawston Princess.... 8.50

No. 121, 21-inch Cawston Princess.... 12.00

Shaded colors, 50c additional for each plume.

To Trim Hat Like Illustration

This shows a large, broad brim hat; but a smaller shape may be used just as well. This illustrates a black and white creation—with lace crown. The plume is adjusted at the right of crown, the head bent over the top. No other trimming is necessary. This high trimming is very much in vogue, but the plume can be used in any other position desired.



"Cawston" Selected Plumes

This illustration shows one of our most popular plumes, in the French curl. Only male feathers are used for these plumes, each feather being selected with the greatest care.

There is nothing more magnificent in an ostrich plume. The extreme long ones lend themselves beautifully to trimming a hat in

the Gainsborough style, as shown in illustration.

Black, white and all colors. 50c additional for each plume dyed a combination of shades.

No. 130, 13-inch Cawston Selected.....	\$ 4.00
No. 150, 15-inch Cawston Selected.....	5.00
No. 170, 17-inch Cawston Selected.....	7.00
No. 190, 19-inch Cawston Selected.....	10.00
No. 210, 21-inch Cawston Selected.....	13.50
No. 42, 24-inch Cawston Selected.....	20.00
No. 72, 27-inch Cawston Selected.....	25.00
No. 82, 33-inch Cawston Selected.....	30.00

To Trim Hat with "Cawston" Selected

Fasten plume directly in the front of shape, adding either a buckle, rose, or bow of ribbon, at fastening. Bring plume around on rim at the right, allowing it to droop over rim a little at the back; fasten securely. A ribbon may be laid around crown, or nothing at all, as desired.

Cawston French Curve Plumes

Notice in the illustration the extremely wide flues of this plume—a characteristic of all “Cawston” plumes. The loose, or tighter curl, are both popular, depending on the shape of hat to be trimmed.

This magnificent plume is made from the finest male stock. There is practically no wear out to this plume, and it can be redyed, recurled and remodeled over and over again.

Black, white and colors.

No.	Length	Price
31F	13-inch	\$ 4.00
51F	15-inch	5.00
71F	17-inch	7.00
91F	19-inch	10.00
12F	21-inch	13.50
24F	24-inch	20.00
27F	27-inch	25.00
28F	33-inch	30.00



Suitable for Trimming Any Hat

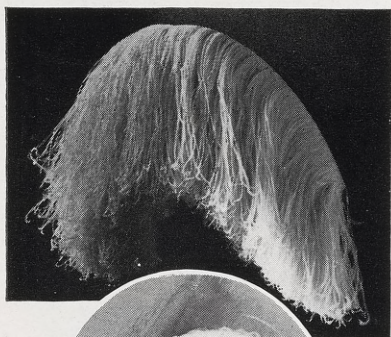
One of these plumes, with the head bent as in illustration, trims a small hat in a most beautiful way. Two of these plumes, with heads bent over the crown of a large hat, are very fashionable. Bend head of plume over, catching it with some loose stitches in just the position you wish. Other trimming on the hat may be velvet or ribbon, as desired.

Willow Plumes

The twice knotted Willow Plume has proven to be the style most wanted in willows. The very finest stock only is used in the manufacture of "Cawston" Willow Plumes—and the "Cawston" knots are guaranteed.

Each "Cawston" Willow is composed of three perfect feathers—one on top of the other, running the full length of the plume, and one half length plume to give additional fullness to the head.

"Cawston" Willows are not made up of "scrap" feathers, as are so many other Willows. They are perfect in quality, perfect in coloring, and perfect in workmanship. Black, white and colors.



No.

D 17 in. long \$10.00
14 in. wide

D 18 in. long 12.50
15 in. wide

D 19 in. long 15.00
16 in. wide

D 21 in. long 20.00
18 in. wide

D 23 in. long 25.00
19 in. wide

To Trim Hat

One of these Willows will almost completely cover the crown and rim. Fasten the stem end on the right side of the shape, carrying over to the left, letting head of plume droop a little. A few stitches at the head to keep it firm, and the hat is trimmed.

Feather Bands for Children's Hats

The little girl who is large enough to wear a hat, is plenty old enough to have it trimmed with a "Cawston" feather hat band. The sweet simplicity of these feather bands makes them suitable for girls of every age.

Whether it is on a small hat, like illustration, or a hat with more of a rim—the feather band will trim either, and any shape, in a very sweet, girlish way.



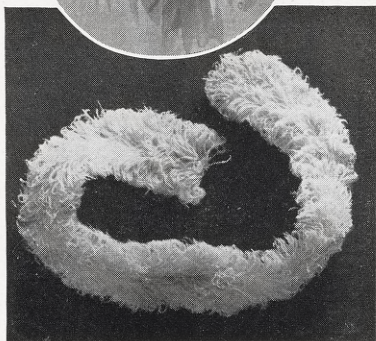
No. 25C, 4 to
5 in. wide, \$2.50

No. 28C, 5 to
6 in. wide, 5.00

No. 29C, 6½ to
7 in. wide, 7.50

Lengths, 24 to
30 inches.

These bands
come in black,
white, and colors.



To Adjust Band to Shape

Order a band the necessary length to go around shape to be trimmed. It can very easily be fastened together and tacked to hat, so that fastening will not show. If desired, a few small baby roses tucked in the feather give an added touch that will make the hat dressier.



Pompons with Ostrich Aigrettes

For a simple hat for street or semi-dress wear, this pompon is very natty. While it gives a tailored effect, still its soft, fluffy richness makes it becoming to any woman.

There are three aigrettes in each pompon, and as you will see in the illustration, one pompon is sufficient trimming for a hat.



- No. 1 P., 12
in. high, \$ 5.00
- No. 2 P., 13
in. high, 7.50
- No. 3 P., 15
in. high, 10.00
- No. 4 P., 17
in. high, 12.50

These Pompons come in black, white and colors.

To Adjust Pompon to Hat

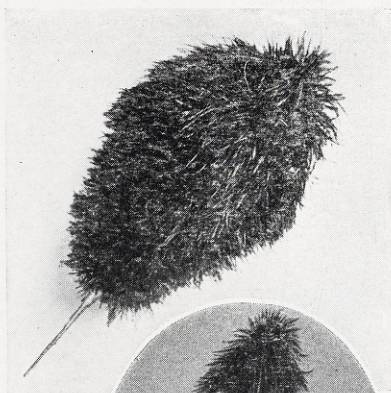
Is very easy. After you have selected a becoming shape, first pin the pompon on in the position shown in the illustration; then try the hat on, and see that the pompon is in the most becoming position for your face. A few stitches over the stem of pompon will fasten it securely—then your hat is trimmed. A ribbon may be added around the crown, if desired.

“Lamps” for Tailored Hats

This is a hat trimming that will stand the hardest kind of wear—and never look any the worse for it.

A trimming suitable for a street or tailored hat, and always giving a very stylish effect.

Comes in black, white or colors.



No. 1 L.,	7 inches high,	\$1.50
No. 2 L.,	8 inches high,	2.00
No. 3 L.,	9 inches high,	2.50
No. 4 L.,	10 inches high,	3.50

To Trim Hat with “Lamp”

The illustration shows one position of the “Lamp” for a hat of this character; but as this trimming lends itself beautifully to any shape tailored hat, it may be put on in various positions. Only a few stitches are required to fasten it in position, and with a velvet band added it makes a very smart hat.



Duchesse Tips

These tips, gracefully arranged on branches, give a most stylish effect to small hats, bonnets and toques. As they are the natural black feathers of the male birds, they have a beautiful, rich, glossy appearance, and long wearing qualities.

The following prices are for branches of three:

No.

250, 8-inch....\$1.50

350, 9-inch.... 2.00

450, 10-inch.... 3.00

450 Ex., 10-in. 4.00



A bunch of these "Duchesse" tips makes a very inexpensive hat trimming, the No. 350, at \$2.00, being a very exceptional value.

Trim as Shown in Illustration

This is a very effective way to adjust the tips on a small hat. Fasten them close up to the crown, allowing one to droop over the turned up rim. A narrow velvet facing on the rim is effective, with some of the same velvet around the crown.

Our Repair Work

Plumes, boas, tips or any old feathers can be remodeled by our expert feather worker, so that they will be of value and use to you.

Feather goods that are faded or discolored can be re-dyed, or cleaned and curled to look like new.

A number of old Plumes can be made over into a beautiful willow plume, feather band, or any late style.

Willow Plumes.

Prices for redyeing and repairing Willow Plumes can only be estimated after we have examined your feathers. After receiving feathers, we will write you particulars by return mail, and if you do not wish the work done, will return feathers at our expense.

Repair Orders—In sending us old feathers pack them in a box or large envelope and mail to us. Enclose your name and address in the package. Also write name and address on outside of package and write us a separate letter of instructions.

Prices for Repairs

These prices do not apply to willow plumes

Curling		Cleaning or Dyeing, any color, and Curling	
6 to 10 in.....	\$.10	6 to 10 in.....	\$.25
12 to 14 in.....	.25	12 to 14 in.....	.50
15 to 18 in.....	.35	15 to 18 in.....	.75
19 to 22 in.....	.50	19 to 22 in.....	1.00
23 to 30 in.....	1.00	23 to 30 in.....	1.50
Long Boas, per yd.	1.00	Long Boas, per yd.	1.75
Stoles, per yard.....	.50	Stoles, per yard.....	1.00

Adding New Tops

The prices include a new top feather of the best quality, cleaning or dyeing, making them up as the lining or backing for the new Plume, and curling.

6 to 10 in. long....	\$.50	16 to 17 in. long....	\$ 3.00
11 to 12 in. long....	.75	18 to 22 in. long....	4.00
13 in. long.....	1.50	21 to 22 in. long....	5.00
14 to 15 in. long....	2.50	23 to 25 in. long....	6.00

Remittance in full must accompany orders for repair work.

State colors desired when ordering repairs. Light colors cannot be made from dark plumes.

State style and shape of curling desired.

How to Order Feathers

Address all correspondence to
Cawston Ostrich Farm,
South Pasadena, California.

Always use prefix Mr., Mrs. or Miss in writing name.

Give catalogue number, description and price—writing plainly.

Order filled day following receipt.

All orders acknowledged and shipment stated, whether by mail or express. *We prepay shipping charges anywhere.*

Send remittance in full—P. O. Money Order, Express Money Order or Bank Draft. Make remittance payable to *Cawston Ostrich Farm*. Do not send personal checks.

C. O. D. Orders—All orders of \$10 or more shipped C. O. D. by express with privilege of opening and examining goods at Express office, providing half of purchase price is sent with order as deposit. *We prepay charges on C. O. D. goods from South Pasadena to destination. Purchaser must pay charges for sending balance due on goods.*

As we return money promptly on all goods not satisfactory—nothing is gained by ordering C. O. D.

Canadian Import duty is 30 cents on the dollar—paid by purchaser.

Estimates given on special orders for goods not shown in this booklet.

Prices Net.

References—Dunn, Bradstreet, any Los Angeles or Pasadena Bank.



